



September 5, 2018

VIA ELECTRONIC FILING (ECFS)

Marlene H. Dortch, Secretary
Federal Communications Commission
445 12th Street, SW
Washington, DC 20554

Re: Ex Parte Presentation
MB Docket 17-105 *Modernization of Media Regulation Initiative*
MB Docket 18-202 *Children's Television Programming Rules*

Dear Ms. Dortch:

Pursuant to the Commission's *ex parte* rules (47 C.F.R. §1.1206), notice is hereby given that on August 16, 2018, on behalf of Steve Rotfeld Productions (SRP), I met with Commissioner Michael O'Reilly and Brooke Ericson of his office to discuss the FCC's regulations under the Children's Television Act (CTA).

I discussed the three hours per week of E/I programming ("Xploration Station") we produce and distribute for many FOX affiliated stations as well as other E/I programming produced and distributed by our company.

I noted how broadcasters occupy a unique place in the U.S. commercial television landscape by airing dedicated educational content for children ages 2 to 16, and how they've become the financial engine that powers quality educational content, not just on television, but on many other platforms as well. Without OTA ad revenues, we could not afford to produce such high quality programming and distribute it so broadly.

I discussed how the E/I content we produce and distribute for broadcast stations migrates to various digital platforms in both long and short form, and how it also gets distributed on social media platforms, thereby increasing its exposure and impact.

I emphasized the fact that we receive numerous requests for our content from public school teachers and parents eager to educate their students and children. I also noted how our content is offered on major educational platforms distributed into schools throughout the country.

I also raised a concern that if stations are allowed to move E/I programming onto a multicast stream, the lower audience numbers will not generate sufficient advertising dollars, and that original production of E/I programming could cease in the foreseeable future.

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Respectfully Submitted,

STEVE ROTFELD PRODUCTIONS

_____/s/_____
Steve Rotfeld, President

Cc: Commissioner O'Rielly
Brooke Ericson